

Downtown Streetscape Improvement Plan

Prepared for the Village of Goshen

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Introduction

The Village of Goshen, the county seat of Orange County, is approximately 3.2 square miles completely surrounded by the Town of Goshen, located approximately 50 miles northwest of New York City. The 2014 American Community Survey estimates the Village's population at 5,384 as of 2014.

The Village is defined by a vibrant business district, which serves as the economic center of the entire town, spanning out from the point locally known as "Five Corners" where NYS Route 207 (Greenwich Avenue), Church Street and West Main Street intersect. The other defining factor in the Village is the quaint, historic character of the downtown highlighted by Church Park National Historic District¹ anchored by the First Presbyterian Church and its spire which defines the Goshen skyline, as well as the historic track and Harness Racing Museum and Hall of Fame which has played an integral role in the Village's history.

Purpose

The purpose of this plan is to improve the streetscape of downtown Goshen, focused mainly around West Main Street and to determine how best to create a safe, connected, interesting and vibrant public realm through placemaking to broaden the customer base for local businesses and encourage additional economic development.

Project Study Area

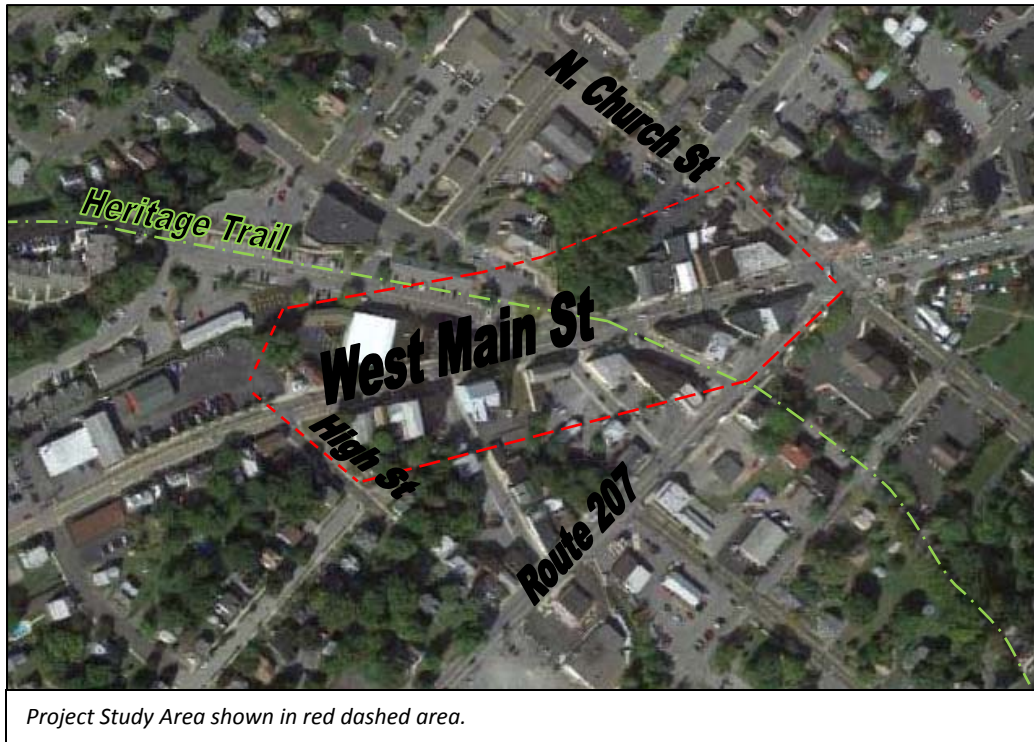
The study area for this plan (see red outlined area on the map below) generally begins at the intersection of West main Street, Route 207 and Church Street and runs west along West Main Street to its intersection of High Street.

Placemaking is based on a simple principle: if you plan cities for cars and traffic, you will get cars and traffic. If you plan for people and places, you will get people and places.

~Project for Public Spaces

The entirety of the study area is within the Village's Central Shopping (CS) zoning district and is within the Village's Architectural Design District. While none of the properties are within the Church Park Historic District, which runs generally along South Street and South Church Street to the First Presbyterian Church and east up Route 207, all development, street furniture and other improvements to this area should be consistent with the historic character of the Village.

¹ Added to the National Register of Historic Places in 1980 and expanded in 2004 to its current configuration.



Existing land uses in the study area include multifamily residences, retail and service businesses, restaurants, offices, a bank and the Village of Goshen Police Station. The project area is serviced by the Orange County Main Line bus service with a stop at the existing bus shelter on the north side of West Main Street. Bus service runs generally from Middletown to Woodbury Common with stops at the Orange County Government Center, West Main Street bus shelter and the Matthews Street Park and Ride within the Village of Goshen. The entire study area is serviced by public water and sewer systems.

The area is also in walking distance to the Village's Senior Center, the Church Park Historic District, the Goshen Library, Town and Village municipal offices and the Historic Goshen Track.

The area serves as a link between the downtown Village of Goshen to Route 17M which connects the Village and Town of Goshen to the City of Middletown.

Existing Conditions

West Main Street extends from the five corners intersection west to Clowes Ave and Route 17M. It has one travel lane in each direction with on street, metered parking on both sides of the street. All of the roads within the study area are under Village jurisdiction.

The other roads within the study generally connect Greenwich Ave/ NYS Route 207 with West Main Street. The first two of these roads, Market Street and Railroad Avenue are one-way streets with the remainder allowing for two-way traffic.

Existing street ornamentation include 24 foot tall, single-fixture, lamp posts which were installed commencing in 1999. These lights are located on both sides of West Main Street

from the Five Corners intersection stopping at the existing bus shelter. After this point, more generic, older streetlights are attached to utility poles at various locations. Street trees are generally deciduous shade trees, set at somewhat random intervals. Some of the street trees have steel, protective tree wells but most do not. Sidewalks are in generally good condition with curbs in need of repainting in several locations.

Drop curbs and painted cross walks are located at each intersection (see image above). Parking meters are placed at each of the designated parking spaces on both sides of West Main Street. Public parking is also available in angled spaces along Railroad Avenue south of West Main Street, along Walker Street and in the lot behind the bus shelter at the Police Department.

The Orange County Heritage Trail is a 10-foot wide paved pathway that runs approximately 11.5 miles from Monroe to Goshen within the right of way of the Erie Railroad. In Goshen, the trail runs along Good Time Park and through the center of the Village with a public access point on St. James Street, continuing along Railroad Avenue, crossing West Main Street, and then continuing west to Hartley Road in the Town. The Heritage Trail and Good Time Park also serve



Intersection of West Main Street and Market Street. Image by Turner Miller Group

as the southern border of the Village's Church Park Historic District. According to Orange County Planning approximately 156,000 people per year utilize the County's Heritage Trail.

Public Information Sessions

The Village convened a committee of several local residents and business owners which met to discuss strengths, weaknesses, opportunities, and threats (SWOT analysis) of the West Main Street corridor. The main strengths of the corridor identified by the committee were its historic character, restaurants and its proximity to the Heritage Trail, Church Park and the Goshen Historic Track.

Weaknesses identified were the lack of community and youth engagement, lack of public parking and bicycle amenities, and lack of diversity of retail establishments and the negative appearance of dumpster enclosures.

Opportunities identified included the possibility for redevelopment of multiple vacant lots, walking tours of the Village to better accentuate its historic homes and cultural resources, and for the Village to improve marketing strategies to weekend tourists, cyclists and local diners.

Threats identified were short time limitations on metered parking spaces, code infractions, and loss of additional parking spaces.

Public Survey

A public survey was administered by the Village through its website and social media sites to better understand the issues and concerns related to the Village's downtown that were most important to the public. Over 100 survey responses were submitted to the Village. The following issues were most frequently mentioned by responders:

- The need for more outdoor events, concerts and programming;
- More local support and emphasis on arts and cultural resources;
- More youth engagement;
- The Village needs more of a sense of place;
- Damaged sidewalks or lack of sidewalks in certain locations impacting walkability;
- Need more variation of businesses;
- Need more community cohesion; and
- Improve playground facilities.

Goal of the Plan

Create a unique, pedestrian oriented, sense of place within the Village of Goshen which will encourage public engagement, attract new customers to local businesses, spur economic development and improve quality of life for residents and visitors of the Village while respecting and complimenting the quaint, historic local character.

Recommendations

Objective: Create a safe, attractive and cohesive pedestrian realm.

Crosswalks visually define the pedestrian realm for both pedestrians and motorists. It is recommended that inlaid thermoplastic crosswalks be installed at each of the intersections where painted crosswalks currently exist. Thermoplastic is a highly durable material and while more expensive to construct than simply painting the crosswalks, the long term maintenance for the crosswalks is virtually non-existent. They also provide a better aesthetic, provide a higher level of reflectivity and provide a better distinction between the shared and vehicular-only roadway.

Inlaid thermoplastic crosswalks are available in a variety of patterns and colors. Average installation costs are approximately \$20.00 to \$25.00 per square foot and will vary dependent on the style of the crosswalks. The average crosswalk is approximately 284 square feet. As stated above, the initial costs for installation of inlaid thermoplastic crosswalks are more expensive than painted crosswalks; however, there is no maintenance associated with inlaid thermoplastic crosswalks. Painted crosswalks typically require re-installation every 2 – 3 years. Inlaid thermoplastic crosswalks will wear at a similar rate as the surrounding asphalt pavement.

Lighting is critical to provide a safe, pedestrian- friendly atmosphere. When an area is not well lit, the distance a pedestrian will chose to walk greatly decreases. Lighting can also draw attention to a specific area, create a sense of cohesiveness through a corridor and provide visual interest to capture public attention.

As mentioned, lamp posts only run for approximately two blocks of West Main Street. It is recommended that street lights, matching the existing lights, be extended to High Street to improve the walkability of the area and create a cohesive corridor. LED lighting should be installed, if possible, in new fixtures to maximize energy efficiency and lifespan of the new fixtures. As an example, the New York City Department of Transportation estimates that the



*Suffern, New York.
Image by Turner Miller Group*

installation of LED fixtures in Central Park will reduce energy usage by 62% compared to metal halide lighting and each fixture will have an estimated lifespan of 75,000 hours². Lights which are attached to utility poles in some locations should be removed. Additional lighting should be considered to focus public attention in the public gathering areas as described later in this report.

Street furniture must find a balance between providing function while not cluttering sidewalks. Also, it is critical to choose a style which is in keeping with the Village's quaint, historic character.

Given the width of the sidewalks, we recommend limiting benches to gathering areas and other locations where they can be located out of the public right of way such as the bus shelter island and the corner of West Main Street and Grand Street where the Village retains approximately 2,000 square feet of open grass.

Similar to street lights, trash receptacles are generally only present within the first block of the West Main Street Corridor. It is recommended that trash receptacles, matching the existing, be placed further west within the corridor.

The Village does not currently provide any bicycle racks for public use. Given the proximity of the Heritage Trail and the bicycle shop within the study area, it is recommended that such racks be provided to encourage alternate means of travel within the Village. Proposed improvements to the Heritage Trail within the Study Area will further increase the need for these types of amenities. Also, according to their website, the Orange County Bicycle Club also has regularly scheduled rides through the Village. Providing bicycle racks will encourage these local riders to stop and utilize local businesses.



² "New York Brightens Central park with LED Installation". December 2012. [Http://www.ecmag.com](http://www.ecmag.com)

Costs for construction/installation of the proposed crosswalks, brick pavers at the Pocket Park (Bus Shelter), lighting and street furnishings, as depicted on the Streetscape Revitalization Concept Plan (see plan at the end of this document) excluding the Market Street Plaza and Linear Park area, are estimated at \$195,000.00.

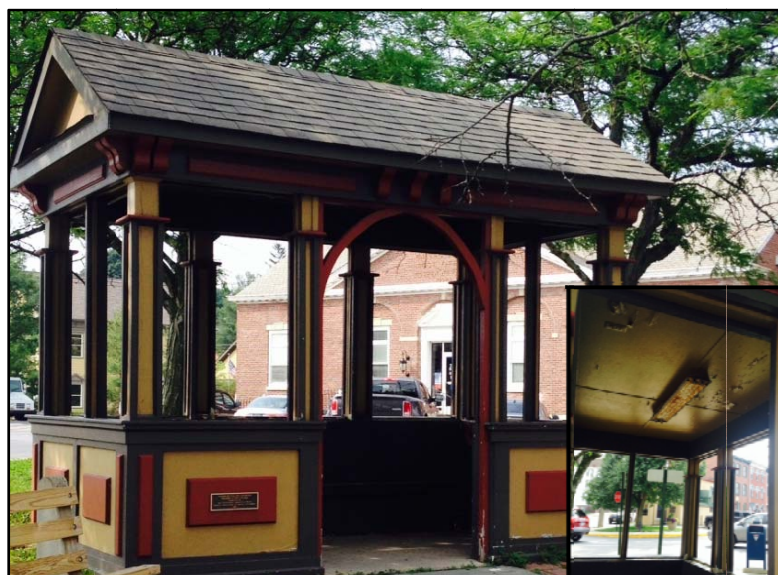
Long term maintenance requirements of these improvements are dependent upon the Village's selection of the type of street furnishings. Bicycle racks, benches, tables and trash receptacles are available in a variety of styles and colors made from powder coated aluminum and recycled plastic materials. These furnishings are aesthetically pleasing and have virtually no long term maintenance requirements. Routine maintenance of the planters to ensure viability of the plants is anticipated to be the only long term maintenance requirement.

Public Gathering Areas

Public gathering areas are a safe haven within the urban environment, in which people living in densely developed areas can find a temporary escape. A poorly planned or maintained park can repel people, business, and investment. A great public space, on the other hand, can be a source of civic pride; it can foster social cohesion and increase community safety, and help citizens feel better connected to their neighbors and village as a whole.

Objective: Improve the bus shelter and surrounding island.

According to the Village engineer, the bus shelter is structurally sound and needs only cosmetic improvements (see images below). The area would benefit from additional seating options and improved lighting to create a sense of safety for users of this space. The bus shelter should not be enclosed which may have the negative impact of cutting it off from the public space and losing the benefit of natural light.



Existing Bus Shelter. Images by Turner Miller Group

The island between the bus shelter and West Main Street which defines the bus pull-off is improved with block pavers and is currently overgrown. New brick pavers in this island, matching those which are to be installed in the linear park and Market Street would improve the visual appearance of this area and keep grass from growing through cracks or gaps in

the pavers. The bollards on the bus shelter island are in good shape and could be retained. Many other existing bollards in other locations along Railroad Avenue, north of West Main Street are in disrepair and should be replaced with decorative metal styles.



Various seating options for public gathering spaces which encourage gathering and social interaction.

Other improvements to this area could include tables to encourage gathering in the Study Area. Tables could be located near the bus shelter and within the Market Street pedestrian area (as discussed below). It is important to provide trash receptacles in proximity to these areas to keep them clean.

Objective: Create a unique public gathering area within the study area which could be utilized for outdoor activities and municipal functions.

It is recommended that Market Street be closed to vehicular traffic and transformed into a pedestrian-only public plaza. Market Street runs approximately 120 feet from West Main Street to Greenwich Avenue and is under Village jurisdiction. The road could be closed with little impact to traffic circulation as Railroad Avenue and Walker Street both serve the same purpose just west of Market Street. Existing dumpsters should be relocated from this area as this is the public right of way. Pavers or an inlaid thermo-plastic design are recommended to replace the existing pavement to create a cohesive space and visually identify the space as the public realm. Large planters should be located at each end of the plaza to serve as bollards and keep cars from being physically



*Pedestrian Plaza in Baltimore, Maryland
Image by: Lanc and Tully Engineering*

able to enter the area. Outdoor tables and lighting should be added to encourage public gathering. Consideration should be given to emergency access in the placement of any fixtures which will be attached to the ground. Coordination will be necessary with the NYS Department of Transportation for any disturbance within the Greenwich Avenue/ Route 207 right of way. This should be made easier by the fact that this road has been slated for repaving in 2016 as NYSDOT Project ID No. 849520.

Brick pavers, street furnishings, planters and lighting fixtures (LED) will require minimal long term maintenance. Tending to the planters to ensure viable plantings is anticipated to be the only item that will require routine maintenance. Costs for the Market Street Pedestrian Plaza and adjoining West Main Street Linear Park, as depicted on the Streetscape Revitalization Concept plan, are estimated at \$65,000.00

The introduction of additional pedestrians in the corridor is intended to have a positive impact on economic development within the West Main Street corridor. There are currently multiple vacant commercial spaces within the immediate area of Market Street, most notably the space that was formerly occupied by Wonderbar. This prime commercial space has been vacant for several years and as a result the building, which has frontage on Route 207 and Market Street, has fallen into disrepair.

Two vacant lots located within the corridor include 107 West Main consisting of approximately 3,300 square feet just east of the intersection of New Street and 183 West Main Street which is on the corner of West Main Street and High Street consisting of approximately 8,500 square feet. Both lots are under private ownership. 107 West Main is currently for sale. The Village should continue to encourage the redevelopment of these properties and work with local realtors and business development agencies to seek potential users of the sites.

Landscaping

The Village committee on landscaping, “Goshen in Bloom” is tasked annually with selecting and planting flowers within the public realm of the Village including sidewalk planters, lamppost planters, park areas and the Harriman Fountain Autumn Mum display. The Village also has a Garden Club which coordinates landscaping around monuments and statues. Based on discussions with Goshen in Bloom, the committee recommends the species of street trees be diversified so include at least one species of ornamental, or flowering tree. Flowering



Image by Turner Miller Group

ornamentals bring additional visual interest to the street and can serve as a great focal point within a pedestrian corridor. It should be noted that, like all flowering trees, there is some additional maintenance to clean up the flowers during the spring season.

To better define, draw attention to, and better protect the street trees, ornamental tree wells (see samples below) or fences can be placed around the trees. This also keeps pet waste out of planting beds and keeps dirt and/or mulch from ending up on the sidewalk.



Linkages

Objective: Capitalize on the proximity of the Orange County Heritage Trail

The fact that the Heritage Trail runs through the Village's business district is a great opportunity to attract users of the trail to stop within the Village for shopping, dining or other activities. Capitalizing on this asset can be done in two ways:

1. Signage improvements, including the identification of public parking areas, and better delineation of the trail will encourage people to access the trail from Goshen.

Based on a meeting between the Village Mayor and the County Parks Department and the Orange County Planning Department, the County has plans for improved signage and delineation of the trail with pavement and sidewalk markings within the Village of Goshen. Currently there is no delineation of the trail within the Study Area from St. James Street to the far west end of West Main Street. It is not clear when these improvements are slated to occur but the Village should continue to lobby for these improvements and coordinate with the County to ensure all improvements are consistent with the character of the area.

2. The creation of a visually interesting and inviting public space which incorporates the Heritage Trail will entice users of the trail to diverge from the trail itself.

It is recommended that the Village also lobby the New York State Department of Transportation in connection with planned Route 207 improvements, to provide a crosswalk where the Heritage Trail crosses Route 207/ Greenwich Avenue at Railroad Avenue to improve the safety and visibility of the connection between the trail and the West Main Street corridor.

Signage

Objective: Identify local points of interest and public facilities on new signage.

Signage can play an important role in the appearance of a commercial corridor. It can improve marketing of local business, wayfinding and visibility of local cultural resources. It is recommended that the Village improve wayfinding through signage within the West Main Street Corridor. Signage could identify the Church Park National Historic District, the Harness Racing Museum and Hall of Fame and Historic Track, as well as, other places of note such as Town and Village Hall, Goshen Public Library, County Courthouse or County Government Offices. It is critical to provide information to the public while not detracting from the character of the area or visually cluttering the public realm.

The intersection of West Main Street and Grand Street would be an ideal location for a directory sign (see example at right) given its proximity to the bus stop and Heritage Trail. However, if in the Village's opinion, directory signage has an overly



commercialized feel to it, the goals of improved wayfinding and identification of points of interest can be achieved by more modest means with signage on existing street signs (see example, lower, right). This approach would have the advantage of spreading signage throughout the corridor and could be more easily modified in the future.

Any signage should be consistent with the local historic village character and consistent with other selected street furniture and ornamentation.

Stormwater Management

Village of Goshen was recently designated as a MS4 community. As such the Village must develop a stormwater management program that will reduce the amount of pollutants carried by stormwater during storm events to waterbodies to the "maximum extent practicable". The goal of the program is to improve water quality and recreational use of waterways.

Stormwater management practices will be incorporated into the Streetscape Revitalization project. Work will also include the removal of debris from the catch basins and from the portion of the stream Rio Grande that is visible on the north side of West Main Street across Grand Street from the bus shelter.

Several stormwater treatment areas are proposed at several locations throughout the improvement area including the linear park between Market Street and Church Street, along West Main Street, the bus shelter area, and the Police Station. Several green infrastructure techniques described by New York State Department of Environmental Conservation were chosen in order to reduce runoff from the improvement areas and to provide water quality treatment. The improvements will include rain gardens, tree plantings, and stormwater planters; each of these practices is described below.

Rain Gardens

Rain gardens provide treatment of stormwater runoff through a small planting area that acts as a small, less intensive bio-retention area. These areas will be designed to intercept and treat stormwater runoff from small areas immediately adjacent to the rain gardens. Rain gardens function by temporarily ponding water and filtering pollutants from stormwater runoff through several layers of soil and stone. A portion of the stormwater runoff is infiltrated into the soil beneath the rain garden, while the remaining runoff is directed to the adjacent Village of Goshen stormwater collection system located in the road. Pollutants treated by rain gardens include:



- Solids
- Metals
- Nutrients
- Hydrocarbons

Another important aspect of the rain gardens is the landscaping, which helps filter stormwater runoff and improves the aesthetics of the area. Generally the areas are populated with smaller shrubs, trees, and herbaceous plants. Plantings are chosen based the expected amount of stormwater runoff to be retained in the rain garden and to coordinate with the surrounding area.

The Village of Goshen currently has four existing rain gardens at the Village Hall for treatment of runoff from the building roof and has experience in the construction and maintenance necessary to ensure the correct long-term function of the rain gardens. (The image above shows one of the existing rain gardens at the Village Hall.) Rain gardens are generally considered to be low maintenance, only requiring watering during dry periods, weeding, and plant replacement when necessary.

Tree Plantings

New trees planted adjacent to impervious surfaces provide several environmental benefits including reduce stormwater runoff, promoting evapotranspiration, increased nutrient uptake, provide shade and decrease adjacent temperatures, and encourage wildlife habitat. Trees are generally planted within road right-of-ways in impervious areas such as curbs and sidewalks. Tree species used are based on recommendations of the New York State Department of Environmental Conservation. Tree plantings are generally considered to be low maintenance, only requiring watering during dry periods.



Stormwater Planters

Stormwater planters are small vegetated, self-contained gardens generally placed above grade on impervious surfaces. By placing the stormwater planters on impervious surfaces, the amount of impervious cover is effectively decreased. They function similar to a rain garden, by decreasing the amount of stormwater runoff through infiltration and providing treatment of rainfall through filtration. Stormwater planters help remove pollutants such as nutrients, sediment/dust, and bacteria found in bird feces. Stormwater planters will also create an aesthetic landscape element. New planters should match existing planters currently located throughout the downtown.



Concept Plan

A concept plan illustrating the plan recommendations for the study area has been prepared by the Village Engineer and is provided at the end of this document.

Action Items and Timing

Phase 1

This phase of work is anticipated to commence immediately and each of the tasks below is anticipated to occur simultaneously.

Task 1: Installation and crosswalks at locations identified on the concept plan is to be completed as soon as possible in order to complete this work before winter weather. The Village engineer will coordinate with the selected contractor and the Village Department of Public Works.

This is anticipated to take 1-2 months.

Task 2: Selection of specific street furniture, light fixtures and other ornamentation. Several options for street furniture will be vetted with the public through both committee meetings and social media engagement. The Village board will need to finalize specific pieces and quantity for purchase.

This task is anticipated to take 2-3 months to allow ample time for the public to participate.

Task 3: Discussions with Orange and Rockland utilities regarding proposed street lights. The Village engineer will coordinate with the Village Department of Public Works to determine what infrastructure is available and what new construction, if any, is necessary for the installation of the new lamp posts in the study area.

Phase 2

Phase 2 of this project should commence as soon as weather permits in 2016.

Task 1: Stormwater improvements should be accomplished as soon as weather permits in 2016 so infrastructure is ready for the spring season.

Task 2: Bus shelter improvement and related enhancements to the surrounding island.

Task 3: Market Street Improvements including closure of the roadway to vehicular traffic, replacement of road surface, installation of lights and other street ornamentation will be the longest lead item of the project. Community Development Block Grant (CDBG) funding has been requested for this work and no work should be started until funding awards have been determined. Before work is commenced, however, the Village can begin the process of closing the road, coordinating work with the NYS DOT and working with business owners to determine the best alternate location for dumpsters.

Task 4: Street trees must be planted in the fall or early spring and not during summer months. The installation of street trees must also be coordinated with sidewalk repairs so that

construction will not present danger to the new trees. If the Village chooses to plant trees in the fall, they must take necessary precautions to protect the new, fragile trees from snow damage.

Task 5: Installation of street furniture as selected by the Village Board should be the last step in the implementation of this plan once all street and sidewalk improvements have been completed.